



# DOWNEAST WINNING TEAM®

## NEWSLETTER



**ISSUE #87** **May-Summer 2010**

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**Newsletter & email updates, free at: [www.FullerBrushDWT.com/news.htm](http://www.FullerBrushDWT.com/news.htm)**

This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. All New members receive a paper copy and welcome/getting started letter from me. You then receive it via email as a pdf link. Let me know if you prefer paper for subsequent newsletters. Thanks.

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS: Reach \$600.**

<b>FEB:</b>	h <b>SHERMON WYLIE (IL)</b>	sponsor Frantz Pierre (NY)
	w <b>SHELLEY WILLIAMSON (NE)</b>	sponsor Wynn Distributing (AR)
	w <b>SHEILA PAINTER (LA)</b>	sponsor Wynn Distributing (AR)
	palh <b>LISA JEHU (NY)</b>	sponsor Janet Hill (WA)
<b>MAR:</b>	c <b>CARRYE WILLIAMS (OH)</b>	sponsor Brewer Albriton & Co LLC (MD)
	c <b>BO K SAINT-WYATT (MD)</b>	sponsor Champion Supplies (NY)
	w <b>JACKIE RIFFEL (SD)</b>	sponsor Wynn Distributing (AR)
<b>APR:</b>	c <b>MARY JO MARTIN (KS)</b>	sponsor Champion Supplies (NY)
	z <b>SCOTT MANLEY VIOLETTE (ME)</b>	sponsor Jennifer Moscoso (FL)
	p <b>ELDENE JEPSON (UT)</b>	sponsor Thomas Peper (CA)

**CODES:** h = Supervising Director Mark Haynes' group      w = Director Wynn Distributing's group  
 z = Director Patty Zasloff's group (both also part of Mark's group)      c = Supv Director Champion Supplies' group  
 p = Executive Director Tom Peper's group or Director Janet Peper's group  
 pa = Supv Director Al Preston's group (part of Tom's group)      pal = Supv Director Paul Lehman's group (part of Al's group)  
 palh = Director Janet Hill's group (part of Paul's group)  
 f = Director Alice Flander's group      fs = Director Melody Schafer's group (part of Alice Flanders' group)

◆ **TOP SPONSORING LEADERS** (Sponsor at least 2 in one month, front-line or in depth, to be listed)

<b>Feb-Apr:</b>	<b>ROLAND RHOADES (ME) - 17</b>	<b>p RON CARPENTER (CA) - 11</b>
<i>Encourage</i>	h MARK HAYNES (NV) - 9	fs MELODY SCHAFFER (FL) - 7
<i>the R205</i>	w TS99 INC (FL) - 7	pa AL PRESTON (NV) - 6
<i>Gold Select</i>	pal JAMES CORDELL (PA) - 5	h FRANTZ PIERRE (NY) - 5
<i>Business</i>	p TOM PEPPER (CA) - 4	w WYNN DISTRIBUTING (AR) - 4
<i>Builders</i>	z JENNIFER MOSCOSO (FL) - 3	fs ELLEN STANTON (MI) - 3
<i>Kit</i>	palh JANET HILL (WA) - 2	palh MARGARET & LARRY DEIBERT (PA) - 2
	c LARRY LEE (NC) - 2	

To be included as a recruiter on my team, TELL me who you recruited. No sense recruiting if you aren't going to plug them into the team and tell me how to send them the team newsletter. Thanks. I also need to keep stressing the importance of recruiting successfully with our **Fuller Gold 2010 recruiting letter** that explains all the details. Just sending a couple Company flyers won't do it. We keep getting people who think they can continue buying kits. **ONE KIT per distributor**, so get the one you really want (as p5 of the recruiting letter stresses). Thanks. **Remember** that if you join (or recruit someone) securely online at **FullerBrushGetStarted.com**, a paper application is superfluous and goes in the round file. Please stop using paper applications if you or the new dealer have internet access; the old rules of closing paper accounts not signed by both parties still applies. I see a number of accounts closed for no completed application lately. You can only join once, so if you use a paper application, you cannot rejoin online. Just get rid of the paper ones that can expose your credit card and soc sec #. Fuller Brush emails you as the sponsor, with the contact info IF your dealers join online, so just fwd that email upline for support. Thanks.

◆ **TOP DWT SALES LEADERS:** Over \$300 monthly personal purchases/sales.

<b>FEB:</b>	pa ALBERT PRESTON (NV) - \$4776	palh JANET HILL (WA) - \$3843
	p THOMAS PEPPER (CA) - \$3064	p MICHAEL IAN HILL (CA) - \$2863
	z JENNIFER MOSCOSO (FL) - \$2767	p RON CARPENTER (CA) - \$2441
	pal JAMES CORDELL (PA) - \$1500	h MARK HAYNES (NV) - \$1334
	pal PAUL C LEHMAN (CA) - \$1239	pa DOROTHY ELLICOTT (CO) - \$1218
	c MARIA BRITTIS (SC) - \$887	pal RAYMOND HAMPTON JR (WA) - \$743
	z WILLIAM SCHARFF (FL) - \$613	c LARRY LEE (NC) - \$561
	TINA ORR (PA) - \$560	z CHRISTINE REINHART (FL) - \$538
	c JOHN ELLER (NC) - \$512	p MICHELLE GUENTHER (TX) - \$448
	c MERRY GUINN (FL) - \$424	c JULIE WISHARD (MD) - \$409
	fs STEPHANIE BYRNE (NH) - \$381	h RONALD BORGMAN (MO) - \$310
	w WYNN DISTRIBUTING (AR) - \$300	
<b>MAR:</b>	pa ALBERT PRESTON (NV) - \$6609	palh JANET HILL (WA) - \$4629
	p THOMAS PEPPER (CA) - \$3693	p RON CARPENTER (CA) - \$3508
	p MICHAEL IAN HILL (CA) - \$3178	z JENNIFER MOSCOSO (FL) - \$2861
	pal PAUL C LEHMAN (CA) - \$1705	pa DOROTHY ELLICOTT (CO) - \$1600
	pal JAMES CORDELL (PA) - \$1208	h MARK HAYNES (NV) - \$956
	z CHRISTINE REINHART (FL) - \$859	f ANDREA STALNECKER (PA) - \$846
	c MERRY GUINN (FL) - \$841	p GORDON CARPENTER (AZ) - \$661
	p MICHELLE GUENTHER (TX) - \$660	z WILLIAM SCHARFF (FL) - \$622
	z SCOTT MANLEY VIOLETTE (ME) - \$422	c MARY JO MARTIN (KS) - \$413
	JOHN FLUEGEL (IL) - \$344	h JEFFREY TROWBRIDGE (CA) - \$324
	BREWER ALBRITON & CO LLC (MD) - \$310	p JANET PEPPER (CA) - \$304
	h RONALD BORGMAN (MO) - \$300	
<b>APR:</b>	pa ALBERT PRESTON (NV) - \$4914	p MICHAEL IAN HILL (CA) - \$3592
	p THOMAS PEPPER (CA) - \$3523	palh JANET HILL (WA) - \$3494
	z JENNIFER MOSCOSO (FL) - \$3306	p RON CARPENTER (CA) - \$3280
	pal JAMES CORDELL (PA) - \$1893	pal PAUL C LEHMAN (CA) - \$1559
	TINA ORR (PA) - \$1538	c MERRY GUINN (FL) - \$1051
	h MARK HAYNES (NV) - \$956	c LISA UHL (IN) - \$759
	z CHRISTINE REINHART (FL) - \$707	p MICHELLE GUENTHER (TX) - \$628
	p GORDON CARPENTER (AZ) - \$618	c JOHN ELLER (NC) - \$577
	f ANDREA STALNECKER (PA) - \$540	p JANET PEPPER (CA) - \$477
	z WILLIAM SCHARFF (FL) - \$476	pal RAYMOND HAMPTON JR (WA) - \$446
	p MARY M MARTIN (TX) - \$314	c MARY JO MARTIN (KS) - \$300

**Congratulations** to everyone mentioned in the Quarter I 2010 edition of Fuller Brush Superstars which you receive in your orders. Top Recruiters on our team included Champion Supplies, Ron Carpenter, Frantz Pierre, Mark Haynes, Paul Lehman, Melody Schafer, James Cordell, Wynn Distributing, Roland Rhoades, Thomas Peper, Albert Preston, and TS99 Inc. Top Retailers listed on our team are Champion Supplies, Albert Preston, Michael Ian Hill, Janet Hill, Jennifer Moscoso, Ron Carpenter, and Thomas Peper. And while many of you are new, we also have many committed veterans who have put in their time to KNOW that what they have is worth holding onto. Kara Enterprises in ID and Joseph Eimicke in NY just received their 15-year awards. Malisa Karn of IL and Sandra Parsons of CA received their 10-year awards.

Quarter IV of 2009 announced more awards to our team members. Matt Labarre in MA received his 20-year award. Ashley Ellmaker in MT, Tim Tomlinson in ID, Cherry Merritt in CA all received 15-year awards. Howard Collom, Shirley Salters, Larry & Pam Slawson in MN, Roy Frazier in TX, and Alice Flanders in ME all received their 10-year awards. Congratulations to all for your perseverance.

**IMPORTANT DATES:** **May 14:** June Specials began; **May 28 4PM Central:** May Order Deadline; **June 15:** July Specials begin; **June 30 4PM CST:** June Order Deadline; **July 15:** August Specials begin; **July 30 4PM CST:** July Order Deadline; **Aug 13:** September & Holiday Specials begin.

The Mother & Father's Day flyer with all our hairbrushes, bath brushes, and the Shampoo Brush expires June 30. The **Summer Outdoor Products** flyer says it expires July 30, but may be extended to Aug 31. It includes both of our very popular bug sprays. Ant & Roach comes out in a stream for ants and roaches, and Insecticide comes out in a spray for spraying bugs in the air as well as ants, and also smells like peppermint; hotels like that.

## **BACK TO BASICS.**

### **Make Money Beginning on Day One.**

Fuller Brush provides us the products, catalogs, specials, and website to become successful. The Downeast Winning Team provides extra encouragement, newsletters with ideas and actions that others are doing successfully, a training website, referrals, and other support to give you the opportunity to be above average. Beyond that, you will get out of the business what you put into it. I do get some people who join and say they want to build a huge network of distributors. So, I go ahead and sponsor people under them, but they continue doing nearly nothing and some don't even sponsor anyone themselves, and some only order a few products or even none, and after a year say, "well I'm not rich yet, I'll quit and try something else." First step is deciding what you want. Do you really want to build an alternative to a job? If you don't, then just buy lottery tickets. Fuller has been better than a lottery ticket for me, and it can for you too. If you do, then put in your time and concentration, asking yourself "what can I do that I know how to do or can learn, to put myself a cut above the rest?" Many people learn the tricks of internet **MARKETING**. That doesn't mean just spending money on internet advertising, which can be good for an initial boost. Create things that get noticed and will be spread and advertised for you (going viral) like internet videos of product demos and your own explanation of the program with an introduction of yourself like Carl W has done so well. I gave some examples on our Discussion Board, but had to remove the post because some readers actually went to those people making it happen and said "take your time and expertise and do it for me too so I can take some of your business away". Duh! Either do it

yourself or don't. Nobody built my business for me, but I'm still willing to help those who show their own initiative. Learn to be a Marketer. Take the ideas we present on our many fronts and **THINK**. What can I do with this idea and expand upon it?

## **PET PRODUCTS - PET GROOMING BRUSH**

Didn't know we had pet products, did you? People are faster to open their wallets for their pets than they are for themselves!

New dealer David Thomas in TN posted his input on our Discussion Board about other uses for our #460 Scalp Massaging Shampoo Brush. Thank you David for contributing to the team. See, we **ALL** gain when you contribute ideas. He says the brush is great for pet groomers shampooing their cats and dogs for a show. I thought about it a little bit more. My cats certainly don't want to get shampooed, even if it does help me with my product demonstrations. So, I decided to try just brushing them with the brush. Tell me, what cat or dog doesn't like being brushed? My cats purred sooo loud. It worked great, better than the comb I usually use, and likely the soft plastic bristles feel better to them also. I'm going to place photos on my personal website and make sure I have cat and dog keywords for search engines. David also sells in quantity for groomers to sell to their customers. \$4.99 each when you buy two, thru June 30. Pet owners should also have our #202 Reversible Lint Brush for themselves.



Silka, my Fuller Brush Cat, is happy after being brushed and wants to go out and play now. See all the hair in the bristles.

To be a cut above the rest, you need to do this with many products. I'm still learning new marketing techniques and internet skills myself. Think of new uses and new customers and ways it will help people. Successful salespeople don't sell products; they find a need and do people the favor of filling that need (even if you have to tell them they have that need). It doesn't matter whether you do that in person or on the web. It does matter though that you come across as an individual that people will say, I'm glad I know him/her, or I wish I knew him/her. But even long distance, be personal enough so that they can feel that they do know you and want to order from YOU over and over again. If you are simply a cold internet presence, you will be spending all your money on advertising for new one-time customers every month. Fuller gives you contact info for all your fullerdirect customers, so call them and make sure they are happy and that they know to re-order from *you*.

**Distributors Call ☎ 1-800-732-1118 for a FREE Literature Pack of current catalogs.**

### **FULLER BRUSH INCOME AVENUES:**

You can do one or all of these options.

BUY WHOLESALE FOR YOURSELF & FRIENDS

CASUAL DIRECT SALES for extra cash  
HOME PARTIES

PROFESSIONAL SALES for real income

MAILORDER SALES

INTERNET WEB MARKETING

AND

### **NETWORK MARKETING.**

Network Marketing is a Profession. While it IS as simple as friends telling friends about something good and thereby earning a referral income, it is an undervalued profession. Creating a distributor organization creates volume to push you up the commission ladder on your own sales, plus earning an over-ride commission on them. And in our company you are not a middleman; every distributor orders direct from Fuller and Fuller mails (or direct-deposits) every check direct to them. To be really successful, you need to learn some expertise. A doctor or lawyer doesn't become a professional without both initial and ongoing training. It is the same in this industry. You need to learn the methods and the mindsets of success. Can you imagine a lawyer staying in business if s/he told his/her clients "gee I don't know if I can help you or not; I guess I could see what happens". Or a doctor telling his/her patients, "I figured I'd try doctoring and if it doesn't work out after a year, I'll go back to driving a taxi".

When I started in network marketing over 20 years ago, I trained by buying and reading motivational and training books and cassette tapes. Some people spent more than they ever made in my old business. With the internet, you can find most of your training for free. Go searching and you'll find freebies everywhere, starting with our own team training website. Another was recommended by Director Alice Flanders, [networkmarketingpro.com](http://networkmarketingpro.com), where you will find many free videos. Just follow the freebie links unless you really want to buy something. Thanks Alice. You can find anything online, including HOW to do things online. Just take time for your studying to become a professional and after that, your post-graduate work like I'm still doing. I guarantee it will cost less time and money than those other professions, unless you quit midway through. If I still had my old job of 20 years ago as an outside heavy equipment electrician in a government job making excellent money, I'd be all worn out now and would have much less time and money than I do now. I now consider myself a full-time Genealogist, with a Fuller Brush business that supports my habit/hobby. I work both together, making Fuller deliveries on my way to genealogy libraries.

Fuller provides the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) at **1-800-732-1132** (24hr Recording) so you don't miss the latest news, new product announcements and demos, contests, extra specials. Transcripts of the past Hotlines are on your MyFullerBiz.com back-office website.

**Newsletter monthly updates:** Check back monthly at my newsletter webpage and/or our Discussion Board for updates between my quarterly newsletters.

**Got suggestions or requests?** Getting many requests for discontinued products? KEEP TRACK of people who ask for products we don't have, whether it is a discontinued product or a product being test marketed on TV. If it comes back into our product line, you'll have ready made sales. Many of our products do double-duty and you can give your customers suggestions for replacement products. Otherwise, tell the suggestion line recording 1-800-732-1122, the only place where requests are written down for management and kept track of.

**SPECIAL DISTRIBUTOR BENEFITS: NEW PRODUCT DEMOS.** New products always have introductory demo prices to distributors, one per dealer. Your discount also comes off those prices. Ask for any new products when you call your order in, or check for demos on [myfullerbiz.com](http://myfullerbiz.com).

"People succeed because they are determined to."